



Certification Program in
BUSINESS ANALYTICS

Course duration: 5.5 months



About Us

upGrad Campus is a

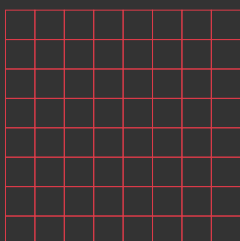
video learning platform for online education,

with certificate courses specially curated for college students and young adults. As an affiliate of upGrad, India's largest online higher education company, upGrad Campus aims at making every graduate job-ready, with professional skills and practical know-how for the most sought-after fields of work.

Our aim is simple: We strive to create high-impact, hands-on experiences that prepare learners for meaningful and productive careers.

Ronnie Screwvala

Co-founder and Executive
Chairman, upGrad



Become invaluable to all businesses today!

Interested in Data? Have the right business acumen?

Become a Business Analyst!

Have a look at the companies that are hiring actively for this role!

Highest Salary
for Freshers
13 LPA



Highest Salary
for Freshers
7.5 LPA



Highest Salary
for Freshers
7 LPA



Highest Salary
for Freshers
12 LPA



Highest Salary
for Freshers
13 LPA



Highest Salary
for Freshers
8.5 LPA



**Sectors you can work in after
finishing your Business Analytics Certification**

Healthcare | Aviation | Finance | IT | Supply Chain Management | E-Commerce

Roadmap to starting your career in Business Analytics with upGrad Campus

Understand Problem Solving

Skills – S.M.A.R.T Framework
and MECE Approach

1

Get good with Data Visualisation

Skills – Tableau and PowerBI

2

Learn Data Analysis using Excel

Skills – Lookup Functions
WHATIF Analysis and Regression in Excel

3

Use Python to analyse data efficiently

Skill – Python and MySQL

4

Derive meaningful insights from data

Skills – Draw Statistical Inferences,
Test Hypotheses, EDA

5

Stay relevant with Generative AI

Skills – ChatGPT for SQL querying
and No code Analytics

6

Business Analytics Job-ready Certification Course

Best in-class curriculum by industry experts.

Program Eligibility

A love for data and solving business problems is the first set of criteria to take up our Business Analytics certification. The entire program is designed for freshers, and covers everything from Data Analysis and Statistics to Data Visualisation tools.

It is a course well-suited for beginners from all fields!

Top Skills you'll learn

Python, Tableau, MySQL, PowerBI, Advanced Excel, Stock Analysis, Generative AI for No Code Analytics and SQL Querying, Problem Solving and so much more!

Practical Learning

8 Projects **35** Case Studies
9 Tools **77** Practice Caselets

Interview preparation sessions on **SQL, Python, Tableau & Excel**

Mentor-led Internships

In this 4-week program you will work on curated projects that are created in collaboration with organisations from various domains and verticals.

Choose your project from any of these companies:



To guide you better, these Mentor-led internships will include live classes with 1:1 sessions and a chat feature where you discuss your doubts with your mentor.

Why Choose to Learn Business Analytics with upGrad Campus?



Guaranteed Certification

by upGrad Campus.



Beginner Friendly Course

that covers all the fundamentals of Business Analytics.



Industry Leaders

in the form of Mentors.



Dedicated Student Support

from Teaching Assistants and Peer-groups.



Recorded Sessions

that you can access content for up to 3 years.



Job-ready Projects

based on real world experience.



Easy Doubt Resolution

through doubt-clearing sessions and peer support groups.



4 hours of Live Classes Every Weekend

to interact 1:1 with industry experts and TA's.



Crack Interviews

and impress recruiters with your Analytical skills.

Course Curriculum

Certification in Business Analytics

- **98+ Hours** of Live sessions
- **66+ Hours** of Recorded sessions
- **264+** Learner Hours

01 Business Problem Solving

Research the Domain
Interviewing the Internal and External Clients
Different Frameworks such as SPIN, 5Ws
Documentation
Business Model Canvas
Issue Tree Framework
Specialised Frameworks
4Ps Framework
5C Framework

02 Analysing Patterns and Storytelling

Five Patterns of Insights
Analysis Approach
Insights Demonstration
Pyramid Principle
Logical Flows and Usage of Words
Visualisation of Quantitative Data
Visualisation of Qualitative Variables
Visual Design Principles and Storyboarding



03 Visualisation with Tableau

Getting Started with Tableau/Power BI
Charts
Plots
Hierarchies
Grouping and Tree-Maps
Functions
Dashboards Creation
Storytelling
LOD Expressions

04 Visualisation with Power BI

Power BI Overview
Data Preparation
Using DAX
Data Modelling
Reports
Best Practices
Power BI Service
Dashboards Creation



05 Introduction to Data Analysis

Slicing and Dicing Data
Complex Functions
Cell Referencing and Text Functions
Creating and Formatting Charts
Creating a Pivot Table
Analysing Data in a Pivot Table
VLOOKUP – Linking Data from Multiple Files and Tables
What-If Analysis

06 Basics of Python

Data Types and Operations
Data Structures
Control Structures and Functions
OOP
NumPy
Matplotlib
Pandas

07 Introduction to SQL

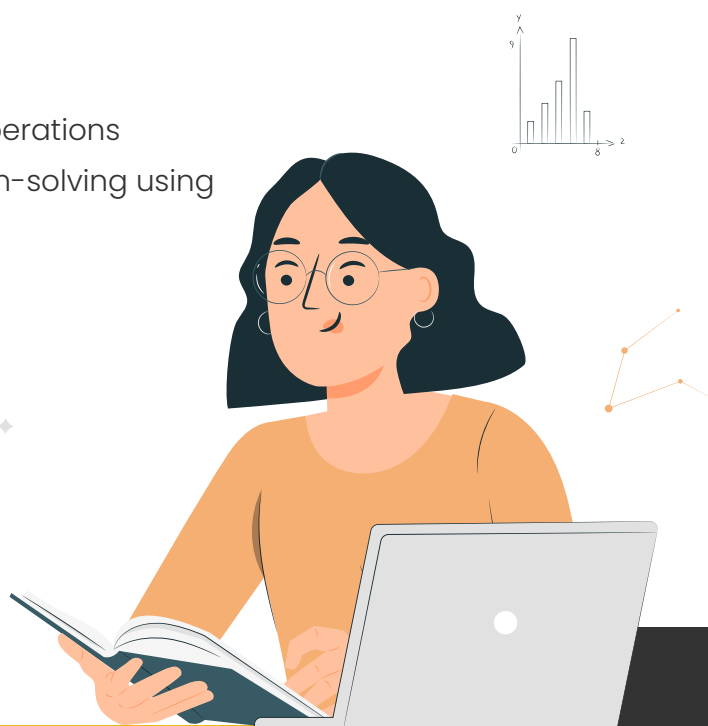
Database Design and Data Warehouse
Data Modelling
SQL Querying
Joins and Set Operations
Business Problem-solving using Data Modelling

08 Exploratory Data Analysis and Statistics

Inferential Statistics
Hypothesis Testing
Data Sourcing
Data Cleaning
Univariate Analysis
Bivariate Analysis
Derived Metrics

09 Predictive Analytics

Linear Regression
Clustering
Classification
Logistic Regression
Decision Trees
Time-Series Forecasting
Market Basket Analysis



10 Mentor-led Internship

Gain real-work experience with curated projects under the guidance of Industry Mentors.

Choose your project from these companies:

- Cars24
- Practo
- Jupiter Money
- The Thickshake Factory

11 Financial Analytics

Financial Statements

Financial Ratios

Time Value of Money

Financial Risks

Capital Structure

Stock Analysis & Portfolio Management

12 ChatGPT & Generative AI

Using ChatGPT to Improve Efficiency

SQL Querying Using ChatGPT

Using ChatGPT for Excel

No Code Analytics

Overview of Generative AI Tools

Prompt Engineering Basics

Applications of Generative AI



Master Business Analytics Concepts with 7+ Hands-on Projects



SaaS Pipeline Conversions - Formulate hypotheses for low sales conversions faced by a SaaS startup, and analyse the dataset provided to arrive at possible solutions to increase it.



IPL Visualisation - Build a Tableau dashboard of IPL statistics over the years in order to create an infographic for a newsletter.



Superstore Sales - Create a report containing a summary of sales for the corporate customer segment at Superstore Sales retail store.



Movies Dataset - Find insights on entities such as actors, directors, etc. for a set of movies released between 1916 and 2016 by exploring a dataset of the same.



RSVP Movies - Use SQL to analyse the data of movies released from 2017-2019 and give recommendations based on the insights.



Sun Pharma Case Study - Apply the knowledge of Probability and Hypothesis Testing to help make decisions at Sun Pharma.



Bank Marketing - Analyse a bank's marketing campaign dataset and apply the concepts of EDA to derive insights for a future marketing campaign.



Get 3 Assured Job Interviews with Placement Plus

Become 100% Placement-ready with this Add-on Program

Get trained on aptitude and soft skills with Placement Plus – an add-on course designed to help you crack your interview and take you to your dream company.

5 Months
Program



60+
Learner Hours



Access to
300+ Hiring
Partners



3 Assured
Job Interviews



Program Fee
₹18,000 only

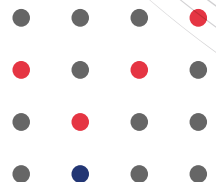


Get it for
₹14,000
in combo with
Business Analytics Course



5 Months of LIVE Training to Land Your Dream Job

- Resume Building
- Problem Solving & Logical Reasoning
- LinkedIn Profile Creation
- Public Speaking & Oral Communication
- Quantitative Training
- Non-verbal Communication
- Mock Interviews
- Group Discussions



Program Details

Course starts

**Please refer to the website
for program start dates**



Duration

5.5 months



Fee structure

~~₹ 65,000~~

₹ 47,000 (No additional taxes)

Program hours

**370+ Learner Hours
4 Hours of Live Sessions
every weekend**

For admissions, contact

1800 210 7070

admissions.campus@upgrad.com



upGrad
Campus 

